



## How to Add Video to Your Web Site

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### HOW TO ADD VIDEO TO YOUR WEB SITE

Adding video to a web site can be used to improve marketing, demonstrate products, provide tutorials and information, or promote music artists.

Imagine a potential broadcast network capable of streaming video and multimedia productions on any virtually any topic... all a mouse click away from your target market.

You can use this wonderful medium to teach, show, and demonstrate to the millions of folks online the products you offer and the services at which you are expert.

With the advent of Tivo and other DVR users skipping TV ads corporations are starting to use the Internet to show their commercials and even infomercials. With the proper design online video can promote as well as entertain.

It's a wide open field and you can get in on the ground floor.

### ADDING VIDEO TO YOUR WEBSITE

In this site we'll give you some background and then show you exactly what you need to add video to your web site, along with a few tutorial videos to help you along.

Let's boil web site video down to three types, arranged in order of increasing complexity and file sizes:

Head Shots - a talking head providing a message, used mostly for marketing

Desktop Videos - also called " Screencasts", captures and produces video as seen on your computer screen; used mostly for software demonstrations or computer tutorials.

Full Motion Videos - video of live action - showing people or products in action

Video files can be delivered across the internet by means of download, progressive download, or streaming for two basic consumers - those with broadband connections and those with dial-up connections. They can also be placed on a CD or DVD for distribution.

We'll go through the basic procedures for adding video to your

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